

MRAID – a New Mobile Ad Format in **Gobid**

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Introduction

October 2015 saw Gobid – an RTB bidder produced by The Bridge Company – [certified](#) in Google [DoubleClick Ad Exchange](#) as an in-app ad serving technology.

The certification allows in-app serving of the following banner types:

- 320x50
- 320x50 expandables
- Interstitials

In-app placements have a number of advantages over web placements (placement of banners on mobile sites):

- In-app banners are always above the fold, which ensures more effective communication with the user.
- In-app banners are responsive, which means they look equally good on any screen size and orientation (both portrait and landscape).
- MRAID technology allows using phone features – Contacts, Calendar, SMS – right from the banner!

320x50 In-App Banner

This is the most widely used in-app ad format. You probably see these banners every time you use your smartphone.

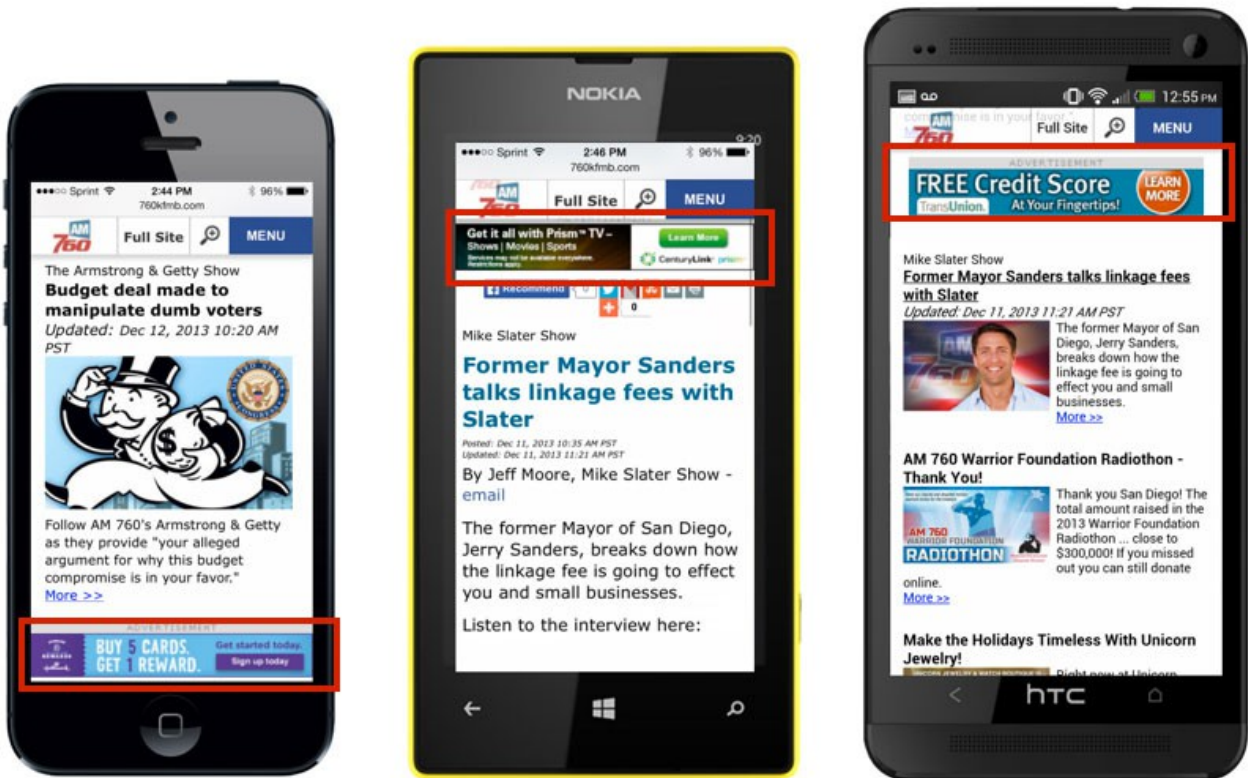


Figure 1. Examples of 320x50 in-app banners.

When a user taps on this banner, he goes directly to the advertiser’s landing page. This format allows serving both html banners and traditional images (gif, jpg, png).

The advantage of this banner is the ease with which ad material can be prepared – no responsive html coding or other complications are required. One obvious disadvantage is its size – a 320x50 image can’t contain much information.

320x50 In-App Expandable

At first the banner is displayed as a 320x50 unit at one side of the screen; a tap does not take the user to the advertiser's site, it just expands the banner to full screen.

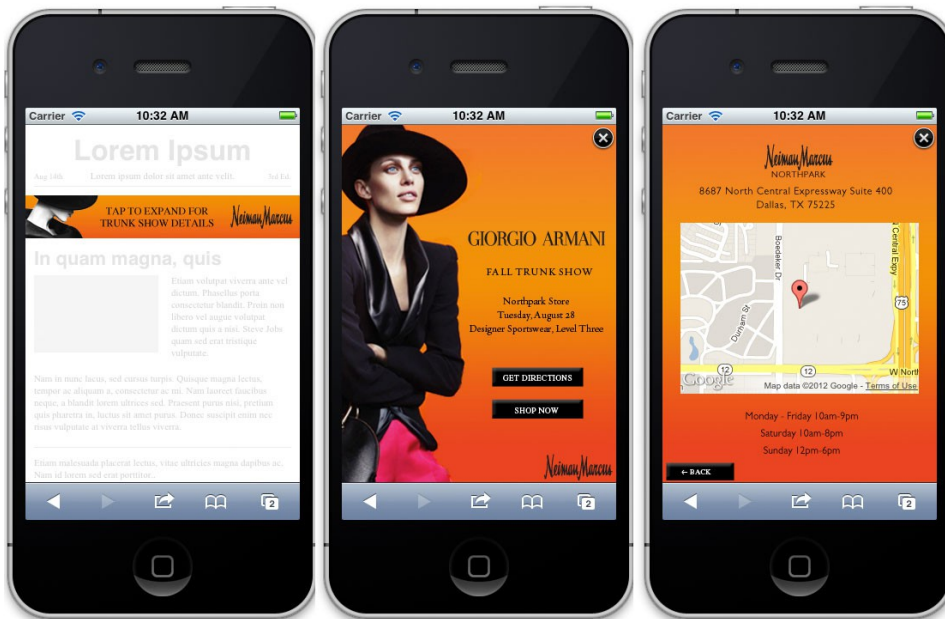


Figure 2. An example of a 320x50 expandable banner.

Having expanded the banner, the user has a choice of either closing it (by tapping the icon in its upper right corner) or going to the advertiser's site (by tapping the banner elsewhere).

The advantage of this format is its bigger size and, consequently, the ability to contain much more useful info. The disadvantage is the doubled number of taps required to get to the advertiser's site (the first tap expands the banner; the second takes the user through to the site).

Interstitial Banner

The distinctive feature of interstitial banners is the manner of serving – the expand at once to the full screen when the mobile app is used.



Figure 3. Examples of interstitial banners.

As with expandables, the user can close the ad and continue using the app. An undeniable advantage of interstitials is the close communication with the user. The only disadvantage worth mentioning is the banner's pushy, intrusive character – the ad network decides on its own when it is time to distract the user by serving the

banner to him.

At the moment interstitial banners are one of the most effective mobile display ads. According to [inmobi](#), interstitials ensure five-time greater CTR, as compared with 320x50 placements¹.

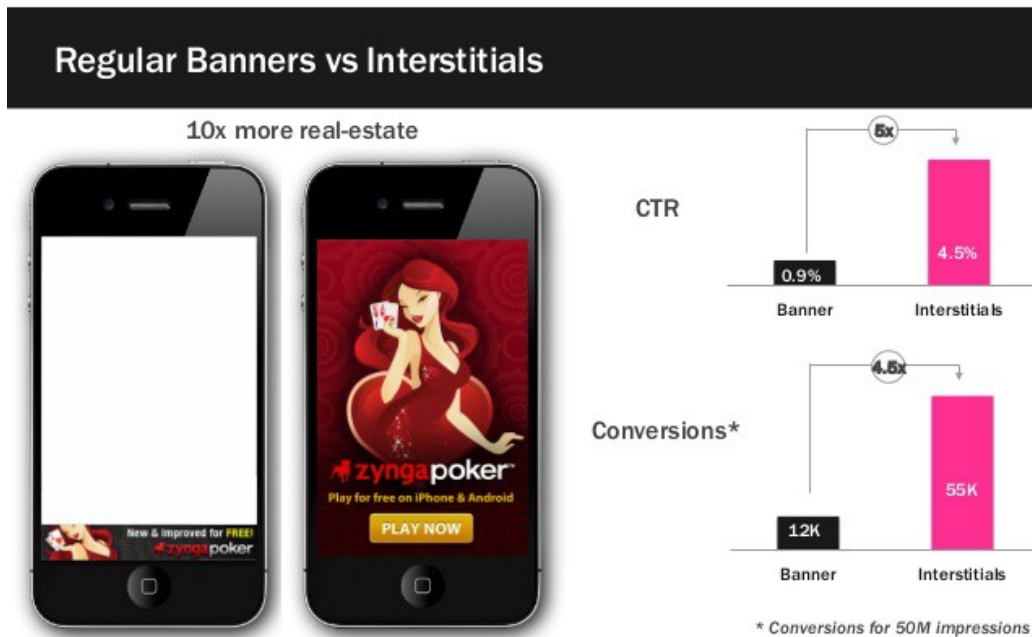


Figure 4. Improvement of CTR due to the use of interstitials (Source: inmobi).

What is MRAID?

MRAID (Mobile Rich Media Ad Interface Definitions) is the [IAB](#) project to define a common API for mobile rich media ads that will run in mobile apps. Using the MRAID API with HTML5 and JavaScript, rich media developers can communicate between ads and apps, and access certain device functions.

In other words, MRAID can help get access to such features as Calendar, Contacts or SMS from a mobile banner. Most ad networks serving ads on mobile platforms

¹ <http://www.slideshare.net/inmobi/increase-yourdownloads>

support MRAID.

MRAID libraries can give access to the following features:

- Sending text messages
- Making outgoing calls
- Creating events in the Calendar
- Saving images in the device's Gallery
- Playing inline html5 videos

How Can I Make a MRAID Banner?

Don't worry if you don't have technological capability to make an HTML5 – our specialists are at your service! We can:

- Design a banner
- Code a banner
- Add pixel calls for required actions (impression, tap-through, etc.)
- Add required MRAID functionality in accordance with the agreed upon scenario of the banner
- Test the final result and launch banner serving
- At your request provide screenshots of the placement, as well as links to check the functionality.

Examples of Ad Placements

Ad placement 1: telecommunication, B2C.

Period of placement: November, 2015.

Objectives: cost per click – \$ 0.20 or less with a declared volume of 1,500 clicks.

Targeting:

- Geography – Moscow city.

Banner format: mraid interstitial.

Results²:

- CTR 1.33%;
- CPC \$ 0.09 exclusive of VAT;
- CPM \$ 0.27 exclusive of VAT.

Ad placement 2: IT, B2B.

Period of placement: October, 2015

Objectives: traffic conversion - at least 5%

Targeting:

- Geography – US, Europe;

² The tech cost excluded.

- Ad space category: Business, Finance, Productivity, Reference, Social Networking, Utilities.

Banner formats: mraid interstitial.

Results³:

- CTR 2.18%;
- Conversion rate 7.8%;
- CPC \$ 0.01 exclusive of VAT;
- CPM \$ 0.11 exclusive of VAT.

Contacts

If you are interested in working with us or if you have any questions, please, email us at info@bridgecdi.ru.

3 The tech cost excluded.